



# HORICON MARSH BOAT TOURS

Blue Heron Landing • Hwy. 33 at the Bridge in Horicon  
P.O. Box 6 • Horicon, Wisconsin 53032-0006  
Phone: 920-485-4663

October 9, 2007

In regards to Assembly Bill 465,

Horicon Marsh Boat Tours has been providing narrated tours of the Horicon Marsh for 44 years to visitors from all over the county. We were very excited to learn that we would have an opportunity for signage along some of the major highways (US Hwy 151 and 41) in our area. We do not believe in cluttering up the roadside with numerous signs and felt that this would be a clean and consistent way of letting people know of our location.

Unfortunately that was short lived when we learned that there was a required 3 mile distance from the highway to the attraction.

As we all know many of the state's great attractions are not that close to major highways including the Horicon Marsh International Education Center that is in the process of being built in our area.

It is our hope that you will consider extending that distance to 30 miles from any qualifying highway to include off the beaten path attractions.

Thank you for your time.

Sincerely,

Marc & Gayl Zuelsdorf  
Owner/operator of Horicon Marsh Boat Tours  
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Great Fun on a Great Lake!

Visitors Center & Administrative Offices  
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Chairman Kaufert and members of the Committee.

Thank you for the opportunity to speak today in support of AB 465.

My name is Dave Blank and I am the President/CEO of the Racine County Convention and Visitor Bureau but also come here today representing the Wisconsin Association of Convention and Visitor Bureaus.

Last year a bill was passed allowing attractions to be the fourth category allowed on the blue highway signs. For this we are grateful. Many attractions that are located within five miles of the highway intersection have applied to be on them. This bill, as presented, would extend the mileage for attractions to up to 30 miles. Currently federal regulations allow this type of signage for attractions up to 15 miles away.

The types of attractions that would qualify for inclusion in this program are destination attractions, meaning that the visitor is willing to go out of their way to visit the site. Some examples of attractions that would be eligible for this include the Wisconsin Automotive Museum in Hartford, the Von Stiehl Winery in Algoma, Cabin Ridge Rides near Cadott and the Racine Art Museum.

This is a wayfinding program meant to supplement the attraction's existing marketing program- not replace it. These are major attractions that see thousands of visitors, and their money, annually. We simply want to make it easier for the traveling public to explore all regions of the state.

I hope that you will support AB 465. Tourism brings in over \$13 billion a year into Wisconsin's economy and a bill like this will help that number continue to grow to the benefit of all.